(c) whether any proposal is under consideration of Government to develop the tourist infrastructure of the pilgrim centres in Tamil Nadu; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) to (d) Identification and development of tourist centres/pilgrim centres is primarily the responsibility of the State Governments. The Ministry of Tourism has been assisting the State Governments through its scheme of Integrated Development of Tourist Circuits and Infrastructure Development of tourist destinations during the 10th Plan. No proposal has been received from the Government of Tamil Nadu for development of any pilgrim centre during 2004-05.

**Revenue through tourism industry**

†2301. SHRIMATI SUSHMA SWARAJ: Will the Minister of TOURISM be pleased to state:

(a) the revenue realised through the tourism industry in the country during the last three years, year-wise;

(b) to what extent, it is less or more, in comparison to the revenue realised during the last ten years; and

(c) the action plan formulated by Government to boost the revenue through tourism industry in the current year?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) Total foreign exchange earnings from tourism during the year 2004 have been estimated at Rs. 21,828 crore as against Rs. 16,428 crore during 2003 and Rs. 14,195 crore during 2002 showing a positive growth of about 32.9% during 2004 over 2003, and 15.7% during 2003 over 2002.

(c) Various steps taken by the Government to boost the revenue through tourism industry include:—

Development of tourist spots under its various schemes of infrastructure development of tourist circuits and destinations;

†Original notice of the question was received in Hindi.

- Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- . • Centralized Electronic Media Campaign;
- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
- Participation in Trade Fairs and Exhibitions;
- Optimizing Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products;
- Launching of Road Shows in key source markets of Europe;
- Focusing on growth of hotel infrastructure particularly budget hotels; and
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

Strategy for boosting tourism in post Tsunami crisis

2302. SHRI B.J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government have worked out a new strategy to boost tourism in post Tsunami crisis;

(b) if so, the details thereof;

(c) whether Government propose to engage a reputed market research agency to assess our performance and scope for improvement in tourism; and